



CURRICULUM VITAE

JENNY LUNDHOLM GRAVELEIJ, 710513

Currently Head of Nordic Customer Management, RSA Scandinavia (TryggHansa and Codan). Prior to that I held a position as Portfolio Director SME in Trygg Hansa (Commercial Lines). I have been employed at Trygg Hansa since February 2005 but have worked closely with Codan/Trygg Hansa since 2003

Furthermore I am also enrolled in the governmental project "STYRELSEKRAFT" initiated by Maud Olofsson Minister for enterprise and energy and deputy Prime Minister. I am one of the 200 women selected nationwide to participate in this project which aims to get more women into the boardrooms.

Jenny Lundholm Graveleij

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Prior to my employment at Trygg Hansa I was acting as General Manager and a consultant for the consultancy firm Affinity Consulting AB. Focusing on operating models, growth and customer focus initiatives.

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Earlier I held a position as manager at Andersen Business Consulting, which today is BearingPoint AB. I started at Andersen in January 2000, and have 15 years of experience regarding strategic, as well as, operational change, sales and marketing, customer focus initiatives, channel integration and contact centers.

Formal Education

Bachelor's degree in business administration

RELEVANT PROJECT / PROGRAM LEADER EXPERIENCE

INSURANCE 2007 Trygg Hansa AB 2009

Head of Nordic Customer Management responsible for profitable growth within RSA Scandinavia's (Trygg Hansa and Codan) prioritized customer segments. Developing comprehensive value propositions matching target group needs.

Languages

English

INSURANCE 2007 Trygg Hansa AB 2006-2009

Portfolio Director SME, a business with a value of 1,5 bn SEK and about 35 FTE distributed over 4 smaller units Loss Prevention, Administration, Product Development and Small business Portfolio Management.

INSURANCE 2006-2007 Trygg Hansa AB

Advisor regarding SMC reorganization and particularly the marketing unit. Assisted the SMC director to visualize the building blocks of the future sales, marketing and communication division within Codan/Trygg Hansa

INSURANCE 2006-2007 Trygg Hansa AB

Project manager for the Extended Motor TPL . This is a program (spanning over almost every operational units – personal, commercial and claims) initiated as a consequence of the government's deregulation of the motor insurance (value 8bn SEK)

INSURANCE 2006 Trygg Hansa AB

Project Electra reviewing the future state of one of Trygg Hansas subsidiaries - Aktsam. Analysing the possibility of closer integration and sharing front and back office functions. With a possible scenario closing down a Center in Hammarstrand

INSURANCE 2005 Codan/Trygg Hansa

Pre-study, design and implementation of a Nordic integration and development of target operating model regarding Front Office and Back Office organisation, processes and systems and focus on change management

INSURANCE 2005 Codan/Trygg Hansa

Reviewing and developing the Nordic operational strategy.

TELECOM OPERATOR (2004/2005) Glocalnet

Channel strategy and operational development of the use of email and migration of customers towards this channel

INSURANCE (2003-2004) Codan/Trygg Hansa

Defining journey management (route map) 2004-2008, spanning all of the client's business units, including defining key capabilities and a target operating model, in order to realizing owner demands.

Program manager for the progress and development of identified customer focus initiatives presented below:

- Implementing new KPI's for operational strategy
- Developing a new segmenting model
- Developing a new segment specific customer value proposition (CVP)
- Developing customer processes and "moments of truth"

including, process management, organization, and process performance measurements

HIGH TECH SOLUTION COMPANY (fall 2002) Enator

Due to lower hardware margins, price transparency and fierce competition there was a need for realigning the client's strategy and supporting processes. In that context Jenny was asked to assist in managing the sales management project. Helping the client to design an opportunity based sales process with relevant tools and templates. In addition to this, the project scope was to design roles and responsibilities from a process perspective, performance measures and incentives on a high level.

MEDIA AND COMMUNICATION (spring 2002) Orkla media

Helping a large Norwegian media house to articulate their CRM vision and strategy, and through a pre-study and AS-IS analysis identify a number of strategic options and, both short and long term, CRM initiatives.

BANKING (2001-2002) SEB

Reviewed and analyzed a bank's contact center vision and strategy regarding integration of the customer touch points in order to enhance channel management. Helped the client to articulate their new contact centre vision and strategy and to identify a number of strategic options for a contact centre approach. The deliverables have in addition supported the client in creating a plan and platform for future actions including design and implementation. Helped the client, during a planned merger, to develop an action plan for integration of two telephone banks, which also included organizational redesign of the operations.

TELECOM (2000-2001) ComHem/Telia

At the call center of Sweden's largest telecom company, worked with improving the information flow, design and implementation of a complaint management policy and organization, improvements in existing support systems, development of performance measurements, financial evaluation of in- vs. outsourcing contact

center

PROFESSIONAL BACKGROUND

RETAIL (fall 1999) SMART CLUB

During fall 1999. Jenny worked as Card Membership Manager, launching Sweden first Warehouse Club, with a leading role and responsibilities such as building a CRM platform, involving both design of system user functionality and customer interaction (customer touch points), communication framework, and market database analysis.

ENERGY (1997-1999) Vattenfall AB

As customer development and sales manager at the consumer business area at Vattenfall AB with responsibilities such as building a CRM platform, involving both design of system user functionality and customer interaction, communication framework, and coaching.

As a project manager implementing a support sales and marketing system for B2B and consumer business units, developed a customer life cycle program for retention, developing and managing a customer friendly invoice and billing process, developed an environmental contract concept, a customer magazine and a user friendly web shop concept.

PUBLISHING (1994-1997) Readers Digest

Worked as marketing product manager at Reader's Digest Scandinavia. Responsible for general books and catalogue sales (books, music and video), including budgeting, sales forecasting, market research, customer segmentation, sales channel management/integration and direct mail promotion execution

EDUCATION AND TRAINING

Andersen BC training and education

- E-strategy
- Advanced skill I: Strategic management operations
- Customer and Channel solutions
- Project Management

Other training and education

- VMI, Vattenfall Management Institute
- SPU - personal development seminars
- Vendator sales course (SPIN)
- Project management according to the PROPS-model (Ericsson/ABB/Vattenfall)
- Nordic Business Institute Relationship Marketing Course
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Formal education

- MDH (Mälardalens University) University / University of Kentucky, BA in business administration, graduation 1994

Honorary post(s)

- Member of "STYRELSEKRAFT" one of 200 selected women nationwide to participate in Maud Olofsson mission to see equality in the commercial or public boardrooms
- Member of Vattenfall Junior Advisory Board
- Chairman of the International department at Mälardalens University in Västerås, Sweden

Certifications

- Abalon User Certificate
- Saratoga I Avenue CRM System Administrator Certificate

REFERENCES

Can be provided upon request